



Are You Experiencing Symptoms of Web 2.0 Misalignment?

1. A competitor has made headlines with a campaign in MySpace/blogs/Facebook. How did they do it?
2. Some of our employees barely use our email system. What do we do about it?
3. One of our employees flamed an irate customer on a message board, and it caused a bit of a stir. What do we do about that?
4. We've been experimenting with blogs for a while, but should we think about making them work with our other communications? If we do, will that detract from blogs' credibility? How do we manage that?
5. Everybody in our company (or a client's company) wants a private Facebook, and employees are doing all kinds of things. Actually, we don't even know what they're doing.
6. Our marketing people keep telling us that we need to be in virtual worlds, gaming and social campaigns to engage Millennials. But how do these fit with what we're already doing?
7. We're getting some negative blog posts about our company/product/policy, and we don't know exactly what to do about it.
8. How do we get our arms around blogs, MySpace, YouTube and other things we haven't heard of? Should we be concerned that them?
9. We have heard and read about blogs, MySpace, YouTube affecting business of companies. How do we figure out how these things are relevant to us? Or when they might become relevant?
10. Our CTO admitted that he is often more productive working from home since our company policy prevents accessing entertainment and social network sites, and he uses them for recruiting.
11. We are increasingly cropping up on YouTube, and that makes us uneasy. How to we prevent people from showing our product (company, policy) in a questionable light?
12. An incredible amount of our new (website) readers are from Asia. They've come out of nowhere. We don't know what to do about it.

Business-Customer Realignment

At CSRA, we can help you to understand Web 2.0 and social networks and their opportunities and threats to your business. We guide our clients in creating vision, strategy and programs to turn these developments to their advantage.

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